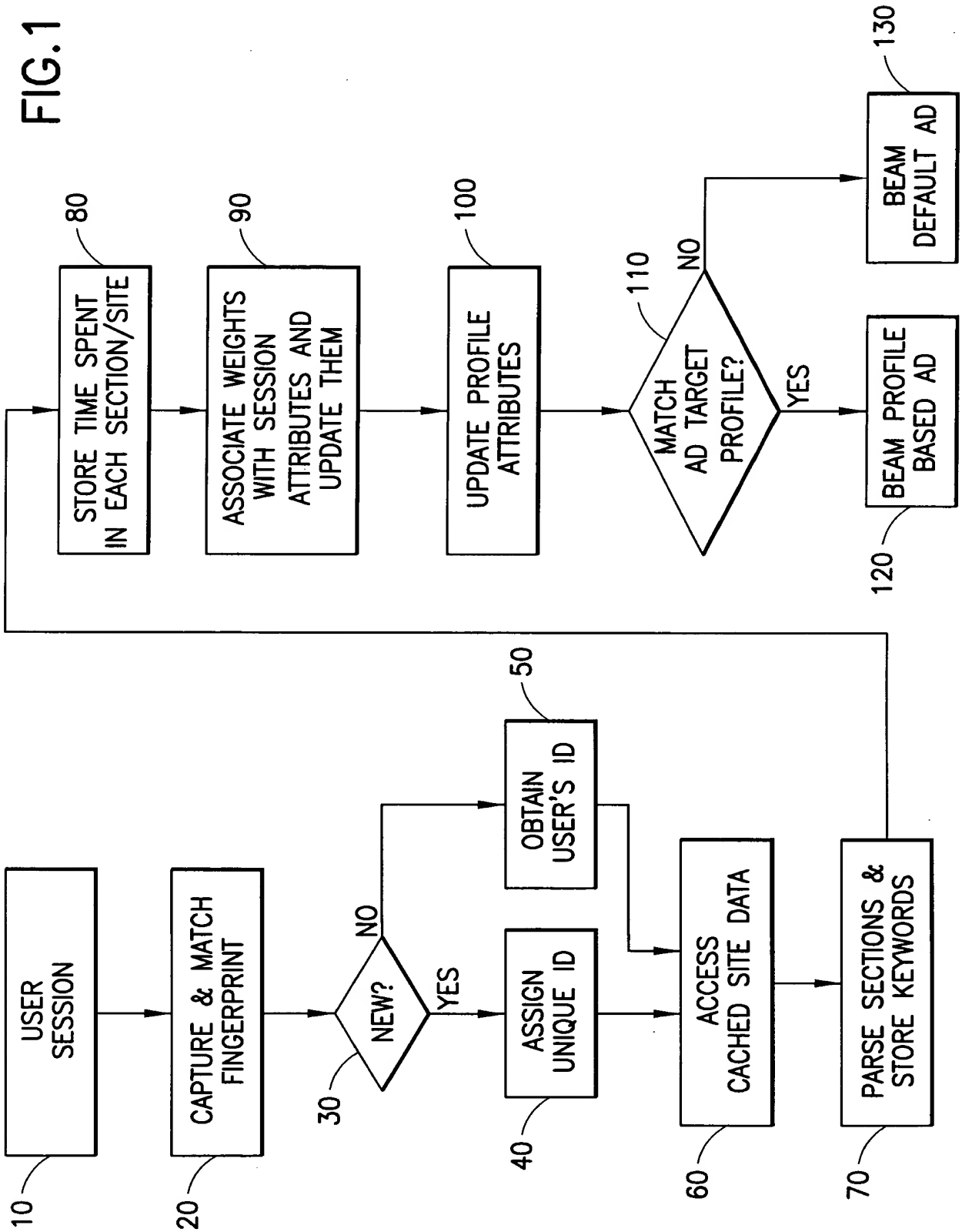
FIG. 1


USER SESSION
10
CAPTURE & MATCH FINGERPRINT
20
NEW?
30
NO
YES
OBTAIN USER'S ID
50
ASSIGN UNIQUE ID
40
ACCESS CACHED SITE DATA
60
PARSE SECTIONS & STORE KEYWORDS
70
STORE TIME SPENT IN EACH SECTION/SITE
80
ASSOCIATE WEIGHTS WITH SESSION ATTRIBUTES AND UPDATE THEM
90
UPDATE PROFILE ATTRIBUTES
100
MATCH AD TARGET PROFILE?
110
NO
YES
BEAM DEFAULT AD
130
BEAM PROFILE BASED AD
120

EP 1 209 593 A2 20020529

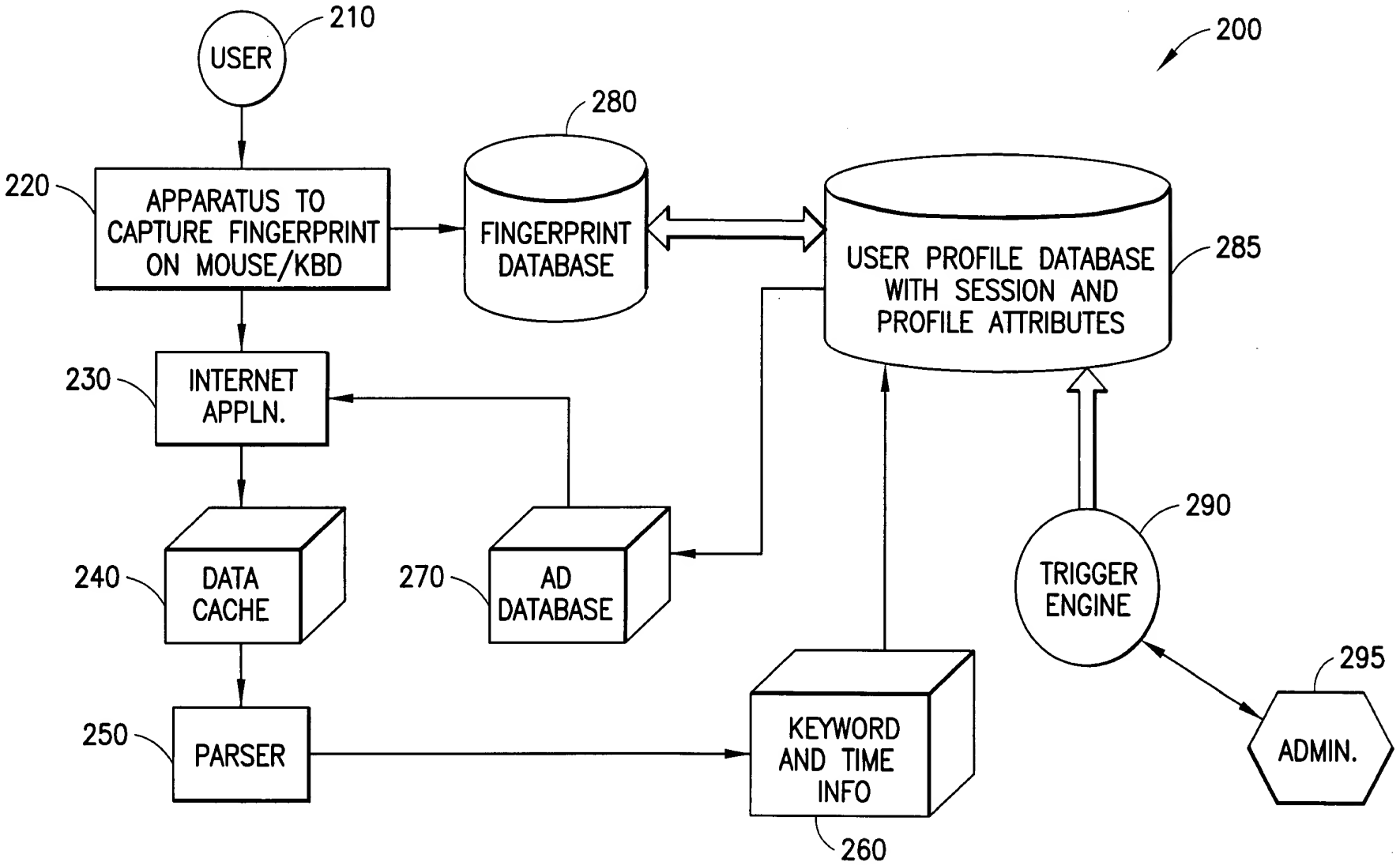


FIG.2

PROFILE TRAITS	ATTRIBUTES	PROFILE ATTRIBUTES VALUES	SESSION ATTRIBUTE VALUES				
			S1	S2	S3	S4	S5
ECONOMIC STRATA	VERY HIGH	1	1	1			
	HIGH	4		4	5	6	
	MEDIUM	9	9	9	9		
	LOW	2				1	1
	VERY LOW	1					1
AGE GROUP	CHILD	2	2	2	2		
	TEENAGER	3	5	3	1	4	2
	ADULT	8	9	9	7	8	8
	SENIOR CITIZEN	7		7	7	7	
GENDER	MALE	4		4	4		
	FEMALE	8	9	8	9	8	7
EDUCATIONAL BACKGROUND	HIGH SCHOOL	2	1	2	3	2	
	COLLEGE	3	2	3	3	3	3
	UNDER GRADUATE	6	7	8	5	6	4
	GRADUATE	5	6	5		5	
	POST GRADUATE	4	2	5	4	4	
TECHNICAL INTEREST	BASIC SCIENCES	4	4	5	2	3	
	ENGINEERING SCIENCES	5	3	6	5	6	5
	SOCIAL SCIENCES	1				1	1
	HISTORY GEOGRAPHY	1	1	1			
PROFESSION	EMPLOYEE IN PRIVATE FIRM	8	8	8	7	9	
	GOVT. EMPLOYEE	4	7	4	4	3	5
	FREE LANCER	4	4	4	4	4	
	OWN BUSINESS	5				5	5
SPECIAL INTERESTS	MOVIES	9	9		9	9	9
	MUSIC	8		8	8	8	6
	SPORT	7	7		7	7	
	STAMPS	1	1				
	COINS	2		2	2		
	PAINTINGS	8			8	8	8
	TRAVEL	7		7	9	8	2
	PHOTOGRAPHY	9	8	9	9	8	9

FIG.3

TOMT20"E562826D

KEYWORDS	TIME SPENT	ATTRIBUTE	SESSION ATTRIBUTE VALUE
CAMERA	5 OF 15 MINUTES	PHOTOGRAPHY	6
TOM CRUISE	10 OF 15 MINUTES	MOVIES	9
MARADONA	7 OF 15 MINUTES	SPORT	7
		SOCCER	8
BMW	2 OF 10 MINUTES	CARS	5
		ECONOMIC STRATA–HIGH	6
ISAAC ASIMOV	5 OF 6 MINUTES	BOOKS	6
		SCIENCE FICTION	8

FIG.4

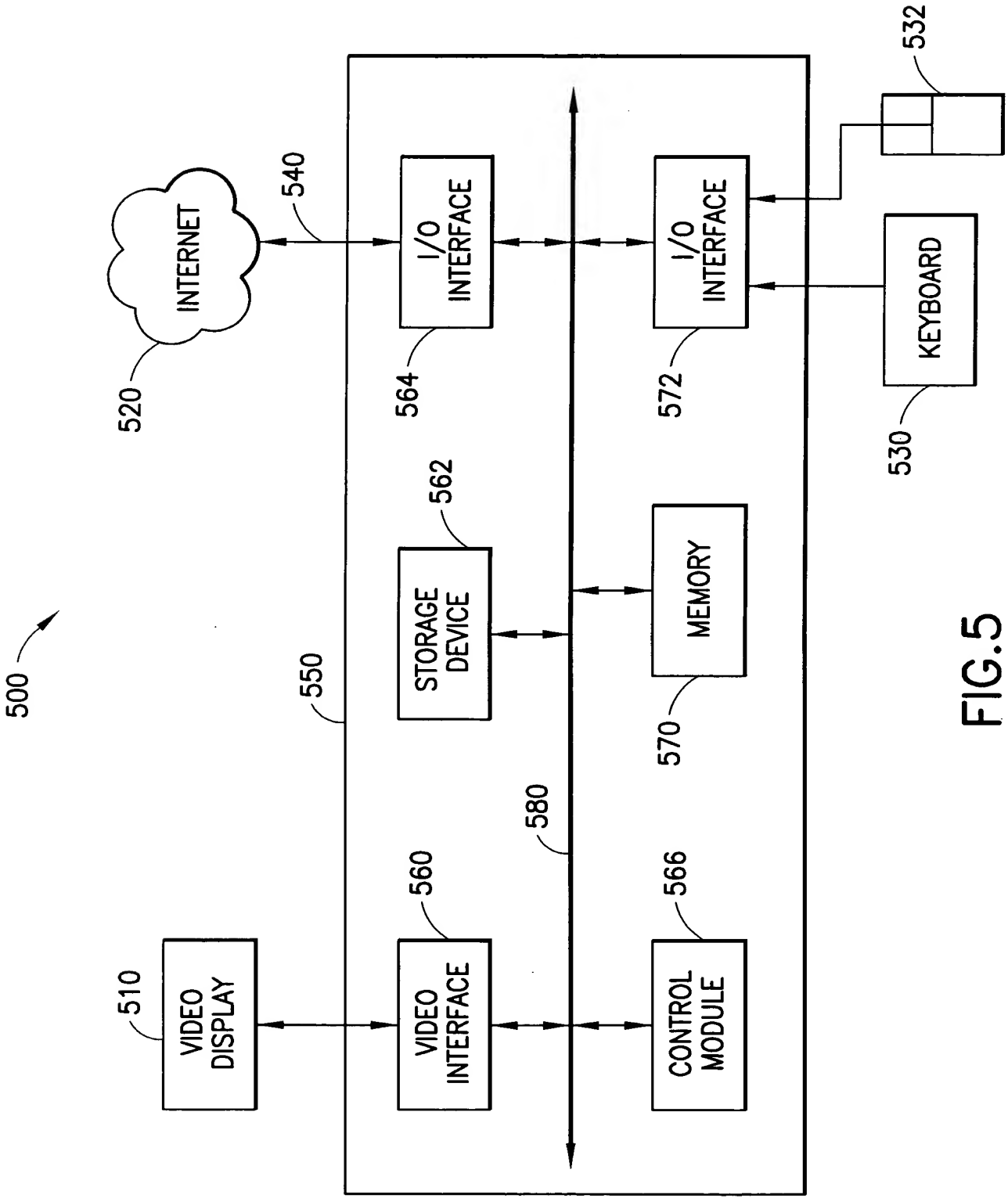

500
INTERNET
520
540
I/O INTERFACE
564
I/O INTERFACE
572
532
KEYBOARD
530
550
STORAGE DEVICE
562
MEMORY
570
580
VIDEO DISPLAY
510
VIDEO INTERFACE
560
CONTROL MODULE
566

FIG.5